

## **IN THE CLAIMS:**

The claims remain as follows:

1. (Previously Presented) A computer-implemented method of cross-selling products based on a system for sale to a customer, comprising:  
for each selection by a user of a product from a product information source, receiving an order representing a state of a system based on the user selections; and in response to receiving each order:  
determining whether the order qualifies for one or more cross-sell products; and  
if so, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system, and wherein each of the one or more cross-sell products presented to the user is determined to be compatible with the state of the system.
2. (Previously Presented) The method of claim 1, wherein each order is processed as it is received to ensure that the state of the system is valid.
3. (Previously Presented) The method of claim 1, wherein each order is validated as it is received to ensure that the individual products selected by the user from the product information source for the system are compatible and to ensure that the system is properly configured with products necessary for proper operation.
4. (Previously Presented) The method of claim 1, wherein determining whether the order qualifies for one or more cross-sell products comprises applying matching logic to the order to determine whether the order satisfies predefined conditions.

5. (Previously Presented) The method of claim 1, further comprising calculating a price of each order as it is received.
6. (Previously Presented) The method of claim 1, further comprising:
  - receiving at least one user selection of the one or more cross-sell products;
  - determining whether the at least one user selection is compatible with the state of the system;
  - if so, adding the at least one user selection to the system; and
  - otherwise, if the at least one user selection is not compatible with the state of the system, presenting a message indicating an incompatible user selection.
7. (Original) The method of claim 1, wherein presenting the one or more cross-sell products to the user comprises displaying a notification to the user in a graphical user interface.
8. (Original) The method of claim 7, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.
9. (Previously Presented) A computer-implemented method of cross-selling products based on a system for sale to a customer, comprising:
  - receiving, from a user, product selections defining the system;
  - configuring the product selections to represent a configured state of the system based on the product selections;
  - for each product selection, outputting an order representing the configured state of the system;
  - for each order, determining whether the order qualifies for one or more cross-sell products; and

if so, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the configured state of the system, and wherein each of the one or more cross-sell products presented to the user is determined to be compatible with the configured state of the system.

10. (Previously Presented) The method of claim 9, wherein presenting the one or more cross-sell products to the user comprises displaying the one or more cross-sell products in a system configuration user interface.

11. (Original) The method of claim 9, wherein determining whether the order qualifies for one or more cross-sell products comprises applying matching logic to the order to determine whether the order satisfies predefined conditions.

12. (Original) The method of claim 9, further comprising validating at least one order to ensure that the individual products selected by the user are compatible and to ensure that the system is properly configured with products necessary for proper operation.

13. (Original) The method of claim 12, wherein the validating is performed subsequent to determining whether the order qualifies for one or more cross-sell products.

14. (Original) The method of claim 9, wherein presenting the one or more cross-sell products to the user comprises displaying a notification to the user in a graphical user interface.

15. (Original) The method of claim 14, wherein, for at least one of the one or more cross-sell products, the notification comprises a selectable graphical element for invoking a configuration wizard adapted to facilitate adding the at least one of the one or more cross-sell products to the system.

16-32. (Cancelled)

33. (Previously Presented) A computer-implemented method, comprising:

- receiving, in a configuration interface, user selections of one or more component products to be added to a configured system;
- determining, based on the user selections of one or more component products, one or more cross-sell products that may be added to the configured system;
- determining, based on the user selections of one or more component products, a discounted value for each of the one or more cross-sell products;
- providing, in the configuration interface, one or more indications of the one or more cross-sell products available to be added to the configured system, wherein each indication includes the discounted value of the corresponding cross-sell product;
- receiving, in the configuration interface, a user selection of at least one cross-sell product to be added to a configured system;
- providing, based on the user selections of one or more component products and the user selection of at least one cross-sell product, one or more software wizards to assist the user in configuring the configured system;
- receiving, in the one or more software wizards, user instructions defining the configured system, wherein the user instructions indicate a specific arrangement of the one or more component products and the at least one cross-sell product within the configured system;
- determining whether the user instructions represent a valid configuration for the configured system;
- if so, presenting, in the configuration interface, a message indicating a valid configuration; and
- otherwise, if the user instructions do not represent a valid configuration for the configured system receiving, presenting, in the configuration interface, a message indicating an invalid configuration.

34. (Previously Presented) The method of claim 33, wherein determining one or more cross-sell products that may be added to the configured system comprises applying matching logic to determine whether the one or more component products satisfy predefined conditions.

35. (Previously Presented) The method of claim 33, wherein each indication includes a limited quantity of the corresponding cross-sell product available to be added to the configured system.

36. (Previously Presented) The method of claim 35, wherein the limited quantity is based on the user selections of one or more component products.

37. (Previously Presented) A computer-implemented method of cross-selling products to a customer, comprising:

- receiving, from a user, product selections to be included in a system;
- determining, based on the product selections, a first configured system, wherein the configured system represents a validly operable configuration of the product selections;
- retrieving, from a data store, a second configured system, wherein the second configured system was based on at least one order previously received from the same user;
- determining one or more cross-sell products that are compatible with both the first configured system and the second configured system; and
- presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount.

38. (Previously Presented) The method of claim 37, wherein the discount is based on the first configured system.

39. (Previously Presented) The method of claim 37, wherein the discount is based on the second configured system.

40. (Previously Presented) The method of claim 37, wherein the discount is based on both the first configured system and the second configured system.

41. (Previously Presented) The method of claim 37, wherein the discount comprises an entire price of each cross-sell product, such that each cross-sell product is offered to the user for free.

42. (Previously Presented) The method of claim 37, wherein each of the one or more cross-sell products presented to the user is offered in a limited quantity.

43. (Previously Presented) The method of claim 42, wherein the limited quantity is based on at least one of the first configured system and the second configured system.